

ORDER



Orders
Order / Rev: 68951
Alt Order #: 9853503 /Brad
Product Desc: Eugene Depasquale
Estimate: 2561
Flight Dates: 10/31/12 - 11/05/12
Original Date / Rev: 10/29/12 / 10/30/12
Order Type: GENERAL

WHP-TV CBS21

Primary AE: Millennium Washington DC
Sales Office: MNAT
Sales Region: National

Agency
Name: Buying Time Media
Buying Contact:
Billing Contact:
 650 Massachusetts Ave NW
 Washington, DC 20001

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Depasquale/D/PA Auditor General
Demographic: HH
Product Codes: State Elections
Priority: P-2
Revenue Codes: AGY, POL-CAND, GEN

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

| Start Date | End Date | # Spots | Gross Amount | Net Amount |
|------------|----------|---------|--------------|------------|
| 10/29/12 | 11/05/12 | 22 | \$1,585.00 | \$1,347.25 |

Totals

| Month | # Spots | Gross Amount | Net Amount | Rating |
|---------------|-----------|-------------------|-------------------|-------------|
| November 2012 | 22 | \$1,585.00 | \$1,347.25 | 0.00 |
| Totals | 22 | \$1,585.00 | \$1,347.25 | 0.00 |

Account Executives

| Account Executive | Sales Office | Sales Region | Start Date / End Date | Order % |
|--------------------------|--------------|--------------|-------------------------------|---------|
| Millennium Washington DC | | | Start Of Order - End Of Order | 100% |

Order Share

| Order Share | Share | Total |
|--------------|-------|------------|
| WHP-TV CBS21 | 22% | \$1,585.00 |
| Market | 100% | \$7,204.55 |

Competitive Share

| Competitive Share | Share | Total |
|-------------------|-------|------------|
| EHP | 0% | \$0.00 |
| UNKWN | 77% | \$5,547.50 |
| WGAL | 0% | \$0.00 |
| WHTM | 0% | \$0.00 |
| WLYH | 1% | \$72.05 |
| WPMT | 0% | \$0.00 |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|-------|-----|-------------------|-----------------|---|-------|--------------------------------------|-------------------|-----|-------------|----------|---------------|------|------|-------|----------|
| N 1 | WHP | 10/31/12 | 11/02/12 | M-F 5a-6a News CBS 21 News at 5a | CM | 5:30 AM-6:00 AM (5:30 AM-6:00 AM) | --WTF-- | :30 | 2 | \$30.00 | P-3 | 0.00 | NM | 2 | \$60.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 10/29/12 | 11/04/12 | --WTF-- | | | 2 | | \$30.00 | | 0.00 | | | | |
| N 2 | WHP | 10/31/12 | 11/02/12 | M-F 530p-6p News CBS 21 News at 530p | CM | 530p-6p | --WTF-- | :30 | 1 | \$110.00 | P-3 | 0.00 | NM | 1 | \$110.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 10/29/12 | 11/04/12 | --WTF-- | | | 1 | | \$110.00 | | 0.00 | | | | |
| N 3 | WHP | 10/31/12 | 11/02/12 | M-F 5p-530p News CBS 21 News at 5p | CM | 5p-530p | --WTF-- | :30 | 2 | \$110.00 | P-3 | 0.00 | NM | 2 | \$220.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 10/29/12 | 11/04/12 | --WTF-- | | | 2 | | \$110.00 | | 0.00 | | | | |

Order / Rev: 68951
 Alt Order #: 9853503 /Brad
 Flight Dates: 10/31/12 - 11/05/12

Advertiser: Depasquale/D/PA Auditor General
 Product Desc: Eugene Depasquale
 Estimate: 2561

WHP-TV CBS21

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|--------|-----|-------------------|-----------------|---|-------|--------------------------------------|---------|-----|-------|-------------|-----|---------------|------|------------|----------|
| N 4 | WHP | 10/31/12 | 11/02/12 | M-F 6p-630p News CBS 21 News at 6p | CM | 6p-630p | --WTF-- | :30 | 1 | \$125.00 | P-3 | 0.00 | NM | 1 | \$125.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/29/12 | 11/04/12 | --WTF-- | | 1 | | | | \$125.00 | | 0.00 | | | |
| N 5 | WHP | 10/31/12 | 11/02/12 | CBS This Morning CBS This Morning | CM | 7:00 AM-8:00 AM (7:00 AM-8:00 AM) | --WTF-- | :30 | 2 | \$40.00 | P-3 | 0.00 | NM | 2 | \$80.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/29/12 | 11/04/12 | --WTF-- | | 2 | | | | \$40.00 | | 0.00 | | | |
| N 6 | WHP | 10/31/12 | 11/02/12 | M-F 6a-7a News CBS 21 News at 6a | CM | 6:30 AM-7:00 AM (6:30 AM-7:00 AM) | --WTF-- | :30 | 2 | \$70.00 | P-3 | 0.00 | NM | 2 | \$140.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/29/12 | 11/04/12 | --WTF-- | | 2 | | | | \$70.00 | | 0.00 | | | |
| N 7 | WHP | 10/31/12 | 11/02/12 | M-F 6a-7a News CBS 21 News at 6a | CM | 6:00 AM-6:30 AM (6:00 AM-6:30 AM) | --WTF-- | :30 | 2 | \$70.00 | P-3 | 0.00 | NM | 2 | \$140.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/29/12 | 11/04/12 | --WTF-- | | 2 | | | | \$70.00 | | 0.00 | | | |
| N 8 | WHP | 11/01/12 | 11/01/12 | M-F 5a-6a News CBS 21 News at 5a | CM | 5:30 AM-6:00 AM (5:30 AM-6:00 AM) | ---T--- | :30 | 1 | \$30.00 | P-3 | 0.00 | NM | 1 | \$30.00 |
| N 9 | WHP | 11/02/12 | 11/02/12 | CBS This Morning CBS This Morning | CM | 7:00 AM-8:00 AM (7:00 AM-8:00 AM) | ----F-- | :30 | 1 | \$40.00 | P-3 | 0.00 | NM | 1 | \$40.00 |
| N 10 | WHP | 11/01/12 | 11/01/12 | M-F 5a-6a News CBS 21 News at 5a | CM | 5:00 AM-5:30 AM (5:00 AM-5:30 AM) | ---T--- | :30 | 1 | \$30.00 | P-3 | 0.00 | NM | 1 | \$30.00 |
| N 11 | WHP | 11/01/12 | 11/02/12 | M-F 6a-7a News CBS 21 News at 6a | CM | 6:00 AM-6:30 AM (6:00 AM-6:30 AM) | ---11-- | :30 | 2 | \$70.00 | P-3 | 0.00 | NM | 2 | \$140.00 |
| N 12 | WHP | 11/01/12 | 11/05/12 | M-F 6a-7a News CBS 21 News at 6a | CM | 6:30 AM-7:00 AM (6:30 AM-7:00 AM) | 1--1--- | :30 | 2 | \$70.00 | P-3 | 0.00 | NM | 2 | \$140.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/29/12 | 11/04/12 | ---1--- | | 1 | | | | \$70.00 | | 0.00 | | | |
| | | Week: 11/05/12 | 11/11/12 | 1----- | | 1 | | | | \$70.00 | | 0.00 | | | |
| N 13 | WHP | 11/01/12 | 11/05/12 | M-F 5p-530p News CBS 21 News at 5p | CM | 5p-530p | 1--1--- | :30 | 2 | \$110.00 | P-3 | 0.00 | NM | 2 | \$220.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/29/12 | 11/04/12 | ---1--- | | 1 | | | | \$110.00 | | 0.00 | | | |
| | | Week: 11/05/12 | 11/11/12 | 1----- | | 1 | | | | \$110.00 | | 0.00 | | | |
| N 14 | WHP | 11/02/12 | 11/02/12 | M-F 530p-6p News CBS 21 News at 530p | CM | 530p-6p | ----F-- | :30 | 1 | \$110.00 | P-3 | 0.00 | NM | 1 | \$110.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/29/12 | 11/04/12 | ----F-- | | 1 | | | | \$110.00 | | 0.00 | | | |
| Totals | | | | | | | | | | | | | 22 | \$1,585.00 | |